

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| APRIL 2014



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fixing the pipes

KRISTIN MCMILLAN
PRESIDENT & CEO

I

n honor of Women's History Month, College of Southern Nevada President Dr. Michael Richards asked me to address his President's Forum, a monthly meeting of faculty, administrators and students on the state of women in business.

To prepare, we did some research and collected some data from external sources. I also engaged some of the Chamber's executive women members for a casual evening of conversation on their collective experiences and thoughts about the existing state and future of women in business and leadership in Southern Nevada.

What we found in our research was somewhat astounding – and frankly sobering. Research conducted by McKinsey & Company for their report, *Unlocking the Full Potential of Women in the U.S. Economy*, is that there is a fairly significant leak in the talent pipeline. According to the Center for Work-Life Policy, women represent 53 percent of new hires. That number drops to 37 percent at the very first step in career advancement, when a worker is promoted to manager. Even more disturbing is that only 26 percent of senior executives are female, and only 14 percent of executive committees are comprised of women.

This shows that there is a high percentage of women entering the workforce and women are easily making it to the belly of the pipeline in large numbers. A good thing. In fact, women are generally gaining college degrees and certificates at a higher rate than men right now. But as we see from the numbers, there is increasingly stagnated growth into higher positions of management and leadership. The bottom line is that companies are bleeding female talent at too high of a rate. The workforce pipeline is leaking highly educated talent at a time when it is sorely needed to fuel our economy.

While there are several attributing factors to these hefty imbalances, one of the major takeaway from both the research and my conversation with our members is that we, as leaders and as a community, need to nurture all of our current and future human talent – not just for the sake

of equality and opportunity, but also to feed our economy and step up into being a globally competitive city.

The Metro Chamber has a history of cultivating its Valley's leaders through the Leadership Las Vegas program, which now has more than 1,200 graduates making a significant impact on our community. The diversity of graduates is reflected in our community: elected and appointed officials, community leaders, entrepreneurs and business executives, many of them on the frontlines of steering Las Vegas back from the recession, finding ways for our region to diversify, mentoring the next generation of leaders and putting into action the plans that will take us to our place in the global economy. As you will read in this issue, they have made an indelible impact on our region for more than 25 years.

And now, the Metro Chamber is expanding its leadership programs to reach more of today's existing and emerging leaders. Leadership Advance, a program specifically tailored towards developing leaders in the Valley, will build both community awareness and leadership skills to prepare incoming talent to address the challenges of our region. With a burgeoning entrepreneurial ecosystem and a new generation entering the workforce, we want to make sure they have the mentorship, training and know-how of Las Vegas they need to lead our city into the future and be successful in their careers. In addition, for those new to the Valley, recently promoted or wanting to get more involved in leadership and community issues, we are also reintroducing a fresh and targeted Focus Las Vegas program, the immersive deep dive into the systems of Southern Nevada.

We need to ensure that, as we regrow the economy and position ourselves to compete globally, we are maximizing human capital to fuel jobs and improve our economic health. Part of that responsibility includes leadership training to ensure that all of our educated and skilled population can reach their full potential in the workplace. This includes nurturing and encouraging next-stage leadership experiences and potential. It's time to fix those leaky pipes.



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Production Team

John Osborn
Publisher

Greta Beck-Seidman
Managing Editor

Cara Clarke
Executive Editor

MJ Dennis
Production Coordinator

Nick Claus
Graphic Designer

Advertising Inquiries
702.383.0337

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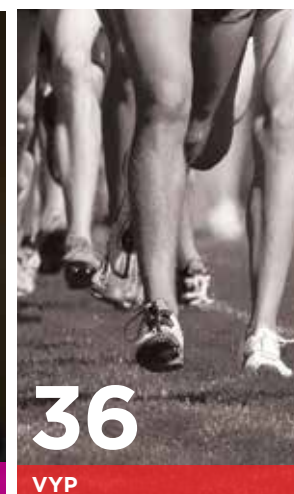
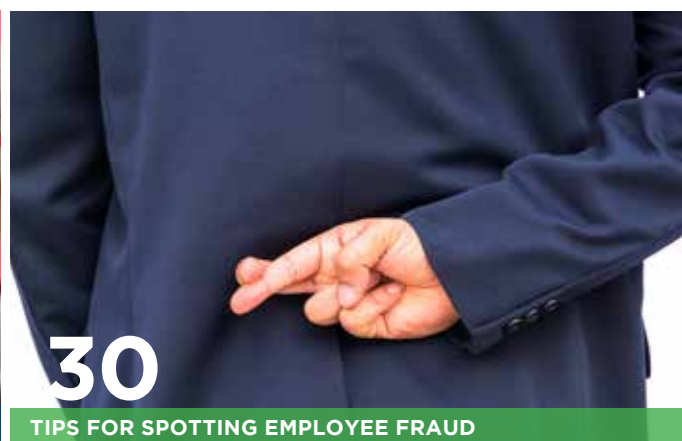
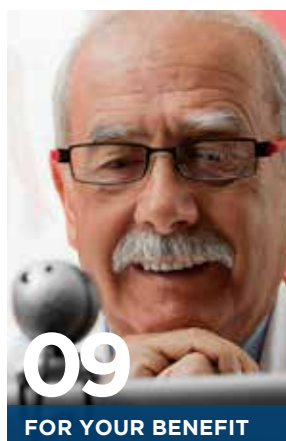
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chamber news

boost your brand and gain exposure at business expo

With a captive audience of nearly 2,000 business professionals in the Las Vegas Valley, Business Expo is an exhibiting opportunity not to be missed. Expo, the Metro Chamber's annual trade show, will return to the International Market Centers (formerly World Market Center) on Wednesday, June 11, for a day of meeting new prospects and contacts, introducing new products, reacquainting the community with your services and engaging with Las Vegas business professionals. Booths are still available exclusively to Metro Chamber members starting at just \$575. For more information, a listing of exhibitors, or to download a booth reservation form, visit LVChamber.com/business-expo.

metro chamber advocates on behalf of las vegas business community in washington, d.c.

The Metro Chamber's Government Affairs team, along with the Chamber's largest delegation of members and Board of Trustees representatives to date, will travel to Washington, D.C. to meet with the Nevada Congressional delegation, as well as other elected and appointed officials, policy groups and think tanks, to advance an agenda to protect the Las Vegas business community and ensure its place in the global economy. The annual trip will take place April 7-11. You can keep up with meetings and see the people, places and organizations the Metro Chamber will meet with on behalf of its members by visiting LVChamber.com, as well as follow the Metro Chamber on Twitter (@LVChamber).

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u.s. congresswoman dina titus to engage chamber members at eggs & issues

U.S. Congresswoman Dina Titus, a member of the U.S. House Committee on Transportation and Infrastructure and the U.S. House Committee on Veterans' Affairs, will address Metro Chamber members on current economic and business issues that affect the Las Vegas business community at Eggs & Issues on **Friday, April 18**. This is an excellent opportunity to hear from Congresswoman Titus on federal issues and the impact they have on the Las Vegas business community. After her remarks, Congresswoman Titus will participate in a Q & A session with the audience. For more information or to purchase seats or tables, visit LVChamber.com or call 702.641.5822.

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news you need

sba surety bonds help nevada small businesses with \$4 million in contracts

The U.S. Small Business Administration (SBA) Surety Bond Guarantee Program helped to award more than \$1.2 billion in contracts to small construction firms during fiscal year 2013. This represents a 61 percent increase over fiscal year 2012. Through the Surety Bond Guarantee Program, SBA guarantees bonds issued by private surety companies, providing small businesses with diversified contracting opportunities. In 2013, the maximum contract ceiling in the program was increased from \$2 million to \$6.5 million, having the potential for a major impact to the construction industry. "The Surety Bond Guarantee program, along with our loan programs, provides small businesses with significant opportunities to grow and create jobs in Nevada," said Ed Cadena, District Director. "2013 was a banner year with nearly \$4 million in bonds awarded in our state." For more information on the program, visit SBA.gov/osg/.

april 15 is coming: is your business prepared?

According to the Internal Revenue Service (IRS), 20 to 25 percent of all Americans wait until the last two weeks before the deadline to prepare tax returns. With the annual tax deadline looming, the IRS has plenty of tax tips, updates and news on its website to help prepare your returns prior to the deadline or guide you in obtaining an extension. Several new tax changes took effect this year, including small business health care tax credits (a 2013 tax credit estimator is available on IRS.gov), simplified options for claiming home office deductions and tax provisions of the Affordable Care Act. Contact your CPA or financial consultant to ensure you remain compliant, in the know and on time with your 2013 tax filing. For a complete listing of Metro Chamber member CPAs, visit the business directory at LVChamber.com. For news and updates on changes to tax code, visit IRS.gov.

uptick for clark county private businesses

Indicator: Private Business

Period: Q3 2013

49,841: Current Period, Q3 2013

49,358: Prior Period, Q2 2013

48,413: Same Period One Year Ago, Q3 2012

1.0%: QoQ %Change, Q2 2013 to Q3 2013

2.9%: YoY %Change, Q3 2012 to Q3 2013

Source: MyResearcher.com

city of las vegas launches strong cities, strong communities challenge

The City of Las Vegas launched its Strong Cities, Strong Communities (SC2) Challenge, an international competition that awards \$900,000 in prizes for innovation, creativity and economic development plans. The goal of the competition is to help cultivate new, innovative ideas to revitalize four targeted areas within the Las Vegas community: Cashman Center, the Las Vegas Medical District, business parks and existing redevelopment projects. Multidisciplinary teams are invited to submit economic vision proposals to the City of Las Vegas for one of the target areas. The top three proposals, as scored by an evaluation panel, will be submitted to Las Vegas City Council to approve cash prizes. Finalists' ideas will then be rolled into a formal presentation before a panel of judges, and winners will receive cash prizes. For more information, including deadlines and cash prize breakdowns, visit lasvegas.sc2prize.com.

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metro chamber supports business community at southern nevada forum



In March 14, the Metro Chamber partnered with state legislators, business owners and Southern Nevada citizens to organize the Southern

Nevada Forum with Assembly Speaker Marilyn Kirkpatrick. At UNLV, more than 350 community members, Southern Nevada legislators and local elected officials gathered to discuss ideas and policy issues and priorities regarding the future of Southern Nevada. In the few months leading up to this important forum, subcommittees on key topics such as economic development, K-12 education, higher education, health care, governance reform, and transportation/infrastructure met regularly to discuss potential priorities, gather research and gauge interest among the community and stakeholders. The Metro Chamber provided support and a voice for the business community on each subcommittee during these preliminary meetings.

At the Southern Nevada Forum, attendees were introduced to each subcommittee through a short presentation on each topic. Co-chairs brought a series of possible

priorities to the table, with attendees voting on their top priorities for the 2015 legislative session. After the top priorities within each topic were decided upon, each group, headed by Southern Nevada legislator co-chairs, guided discussions with attendees in breakout sessions.

The top priorities, as voted on by attendees at the Southern Nevada Forum, are:

Governance Reform:

- Business licensing
- Southern Nevada Health District
- State boards and commissions

Health Care:

- A regional mental health system
- Team-based care/insurance reimbursement
- Mental health triage

Higher Education:

- Support the creation of an allopathic medical school at UNLV
- Create Community College Workforce Grant Fund
- Support recommendations of Campus Improvement Authority for the UNLV stadium project

K-12 Education:

- Revise K-12 funding formula
- Funding for universal full-day kindergarten and additional funding for class size, instructional resources, including literacy, pre-kindergarten, and professional development for Nevada Academic Content Standards, including STEM
- Support “one shot funds” for deferred maintenance of existing schools, and identify a minimum threshold of spending for preventative maintenance of schools. Utilize alternate delivery methods.

Transportation:

- Amending Assembly Bill 413 (fuel tax indexing) to allow for one ballot question on the ballot of each county in regards to the fuel tax indexing measure after 2016
- Preservation of Highway Fund
- Transparency with the Nevada Department of Transportation

Economic Development:

- Funding support for implementing an unmanned aerial vehicles industry
- State funding for new infrastructure
- Allopathic medical school

Visit LVChamber.com for updates on future subcommittee meetings and updates on the Southern Nevada Priorities as we prepare for the 2015 Legislature.

help defeat the job-killing margin tax initiative:

JOIN THE COALITION TO DEFEAT THE
MARGIN TAX AT STOPTHEMARGINTAX.COM

T

he Margin Tax Initiative is an economically dangerous and deeply flawed ballot initiative that will appear on the November 2014 ballot. If passed, it would impose a two percent margin tax on all Nevada business with total annual revenues – regardless of profit – of more than \$1 million. This is a tax that would damage all types and sizes of businesses – even those losing money. Not only would it cut into job creation and discourage new employers from locating to Nevada, but the Metro Chamber feels it could actually create another bump in unemployment.

The Margin Tax Initiative does nothing to guarantee more money for education. It does, however, have the potential to stall and crush the economic recovery efforts and cause serious job losses.

This campaign is about defeating a flawed 84-section tax proposal that, if passed, would require Nevada to create a mini state IRS-like bureaucracy to interpret and implement its many complicated regulations.

Joining the Coalition to Defeat the Margin Tax Initiative will add your name and/or your business to the growing list of fellow Nevadans dedicated to preserving our economy and moving our recovery forward. It doesn't cost anything to join, and it will only take a moment to sign up. The support of people and businesses at the grassroots level will be crucial in our efforts to stop this flawed and costly initiative.

Visit StoptheMarginTax.com to sign up now.



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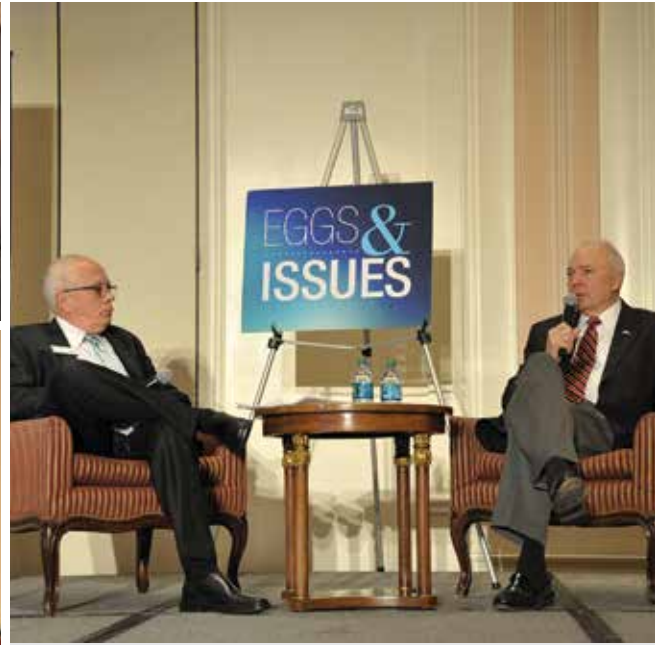


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john kline



U.S. Congressman John Kline (MN-2), chairman of the U.S. House Education and the Workforce Committee, discussed issues most impacting our nation's schools and workplaces, as well as future workforce requirements of our nation and how local business communities can engage in the process.

symposium &
business power
luncheon
featuring
don snyder



UNLV President Don Snyder addressed more than 350 attendees on how UNLV's Tier 1 initiative will positively impact our region. Attendees also heard from nationally-recognized speakers, including Dr. Robert Lang of Brookings Mountain West, Keith Walton from Arizona State University, Thomas O'Neil from Central Florida University, Dr. Stephen Brown from UNLV's Center for Business and Economic Research, Dr. Alan Schlottman of UNLV, John Restrepo of RCG Economics, UNLV Provost John Valery White, and Marcus Conklin of Strategies 360, during engaging panel sessions in partnership with Brookings Mountain West. Clay Overlien of Cornerstone Merchant Services, Inc. was also recognized as Navigator of the Year for 2013.

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Metro Chamber Expands Leadership Programs to Develop the Next Generation of Leaders

BY GRETA BECK-SEIDMAN

Creating a world-class community takes a diverse group of empowered, creative leaders who serve as catalysts for change. They are unafraid to challenge the status quo and inspire excellence from their teams and environments. They have made a real, indelible impact on cities around the world. And they live right here in Las Vegas.

The Metro Chamber cultivates and develops these individuals at all stages, from an emerging leader to one who already influences and mentors others. As Southern Nevada emerges as a powerhouse for economic development, new technology, entrepreneurship and community advancement, the Metro Chamber Leadership programs foster, connect and give these leaders an opportunity to dive into the inner-workings of the Las Vegas region, including its most challenging issues. Leadership program graduates are found in all levels of community leadership, including government, nonprofit and private industry.

With the exciting expansion of the Leadership program through Leadership Advance and the relaunch of a new and refreshed Focus Las Vegas program, the opportunity for reaching and developing more current and emerging leaders and creating an even larger community impact through them becomes a reality. Leaders at all levels of their career will have a place to hone their skills, contribute meaningfully to the community and have the potential to enact real change for the collective betterment of Southern Nevada.

“The Metro Chamber Leadership programs give experienced and emerging leaders throughout the Las Vegas community a place to develop and use their skills to reach the next level of professional development and community stewardship,” says John Osborn, who oversees the Metro Chamber’s suite of leadership programs.



The Leadership Las Vegas program, since its inception in 1986, brings together 48-50 individuals in leadership roles, as well as high-potential leaders, from a breadth of industries and local businesses for an intensive 10-month experience. During an immersive two-day opening retreat and nine monthly session days which follow, class members develop a keen awareness of the community by closely examining the major systems that comprise the region. They are motivated to assume – or expand – their leadership roles within the community and their industries. By the end of the program year, participants have developed valuable relationships with fellow classmates, as well as alumni, and are empowered and impassioned about shaping the future of the Las Vegas community. Their experience doesn't end there, as the Leadership program has a dynamic and busy alumni group which

plans out session days, facilitates the opening retreat, conducts alumni get-togethers and recruits future classes. “Leadership Las Vegas has played an essential role in the development of our community by providing leaders with valuable insight on important issues facing Southern Nevada,” says Betsy Fretwell, city manager for the City of Las Vegas and graduate of Leadership Las Vegas, class of 2000. “The relationships that are formed during Leadership Las Vegas are invaluable as we work together to make our community a better place.”

From the history and culture of Las Vegas to local education infrastructure, Leadership Las Vegas’ diverse and inclusive curriculum delves into the systems that make Las Vegas such a vibrant and dynamic metropolis, as well as outlines its biggest challenges and greatest areas for growth. Classes are packed with expert panels, speakers, interactive tours, simulations and other activities to give each participant a “deep dive” into such topics as community safety systems, government, politics and media, health, criminal justice and education.

Council Spotlight



Florence M.E. Rogers
*Council Chair,
Class of 2004*

Florence Rogers is president & general manager of Nevada Public Radio, the public media company providing news, cultural and online services to Nevada. She co-created the flagship public affairs program KNPR’s State of Nevada and has many national network credits for her own reporting, including NPR’s Morning Edition, All Things Considered and Studio 360. A 1989 graduate of San Diego State University, Rogers holds a Masters Degree in Communications.



Sonny Vinuya
*Leadership Advance program
chair, Leadership North Las
Vegas Class of 2013*

Sonny Vinuya, a 2013 alumni of the Leadership North Las Vegas program, is the vice president/small business relationship manager for the Durango Business Center branch of Nevada State Bank. Previously, Vinuya served as branch manager for the bank, and has been part of the Nevada State Bank team since 2004. In his spare time, he enjoys spending time with his family and appreciating the outdoors by cycling and hiking.



Priscilla Raudenbush
*Leadership Advance program
co-chair, Leadership North Las
Vegas Class of 2012*

Priscilla Raudenbush, a 2012 alumni of the Leadership North Las Vegas program, is a staff consultant of customer development at NV Energy. She has been with NV Energy since 1993, and is a member of the Employee Volunteer Council with the organization. Her nonprofit activities extend to serving as the program co-chair for Leadership Advance, as well as program co-chair and alumni chair for Leadership North Las Vegas. She is also a past board member of the Juvenile Diabetes Foundation and a past loaned executive for United Way.

Making an Impact: Class Projects

Each Leadership class has its own story to tell, including those of game-changing, community-driven class projects that continue to benefit Southern Nevada on several different levels. Some of these projects continue to have a positive impact in our community today:



Centennial License Plate

Leadership Las Vegas Class of 2001

The centennial license plate, a commemorative icon of Las Vegas' rich history, has generated millions of dollars in revenue, which to this day still funds historic presentations and celebrations such as the Hellsdorado Days parade and walking tours.



Lincoln Elementary School Endorsement

Leadership North Las Vegas Class of 2012

The class adopted this at-risk school and addressed resource issues, such as basic school supplies and uniforms. In addition, the class hosted a teacher appreciation lunch with prize drawings and a Career Day for the students featuring the class member industries.



Nevada Partnership for Homeless Youth Renovations

Leadership Las Vegas Class of 2007

Recognizing a need in the community, the class picked up their tools and renovated condominium units for housing to help homeless youth in the Las Vegas community.

“GOOD LEADERS
MUST FIRST BECOME
GOOD SERVANTS.”
- Robert Greenleaf

Graduates of the Leadership Las Vegas program are comprised of more than 1,200 business executives, entrepreneurs, elected officials and community leaders. “When you think of the strides we’ve made as a community in addressing critical issues from social services, healthcare and education to resource management and economic development, you can be certain that Leadership graduates are involved at all levels, engaging with civic, business and elected leaders in trying to solve our most pressing challenges and improve our community,” says Flo Rogers, Leadership Las Vegas council chair, graduate of the 2004 class, and president and general manager of Nevada Public Radio. Many of these leaders have stayed in the Las Vegas area, including Rogers, who credits Leadership Las Vegas as a turning point for her to commit to not only to Las Vegas as her home but the United States as her country of citizenship. “Because of the people, the entrepreneurial spirit and the friendships I’d made, I connected the work I was doing and the increasing impact we could have beyond the listeners who rely on us,” she explains. “After being the in U.S. for more than 18 years, I decided it was time to become a citizen and I was proud to do so in January 2006 in the federal courthouse here in Las Vegas.”



The Metro Chamber’s new Leadership Advance program is tailored specifically to emerging leaders and those wanting to enhance their leadership skills, as well as enrich their knowledge of the Las Vegas Valley. Building off the solid foundation of the Leadership North Las Vegas program, Leadership Advance will focus on encouraging individuals in the Las Vegas community on the path to significant leadership positions to play an active role in developing their leadership abilities and preparing for the challenges of community leadership.

When the Metro Chamber and the North Las Vegas Chamber combined operations in 2012, Leadership North Las Vegas became an exciting addition to the Metro Chamber’s signature programming. The Leadership Advance program reinforces and builds upon the

Leadership North Las Vegas program style of blending in-depth community education with practical, hands-on skills and leadership training and expanding its scope to the entire Las Vegas Valley. Each session focuses on a system or topic in the community, with the curriculum now encompassing regional history and gaming; the second half of each session day is dedicated to growing skills that will enhance leadership prowess, improve companies and advance careers. By the end of the program, participants gain extensive experience and insight into their own leadership technique and skills, create deep-rooted relationships with fellow participants and grow in awareness and understanding of challenges and issues within the community.

"One important trait of great leaders is [one who believes in] continued education," says Sonny Vinuya, program chair for Leadership Advance, 2013 graduate of Leadership North Las Vegas and vice president/small business relationship manager for Nevada State Bank. "We must continue to improve ourselves, continue to evolve and be open to new ideas and concepts." Personal and professional growth is a key takeaway from the program, evidenced by Jarron Gray, a member of the Leadership North Las Vegas Class of 2013. Using the knowledge and skills he gained from the program, he made the decision to go into business for himself. "I was in a position where I wanted to take more control of my career path," he says. "The best opportunity I had was to open my own business. This was the best option because it was the best way I could continue to foster relationships with the numerous contacts I had within my community."

As Las Vegas grows and diversifies, so also will its need for transformative leaders. By nurturing their sense of community leadership and creating opportunities for them to hone their skills, these participants will emerge from the Leadership Advance program equipped to handle leadership roles and responsibilities that are demanded of leaders today.

**IF YOUR ACTIONS
INSPIRE OTHERS TO
DREAM MORE, LEARN
MORE, DO MORE AND
BECOME MORE, YOU
ARE A LEADER.**
- John Quincy Adams

Get Ready for Your Leadership Experience



Leadership Las Vegas

Applications are now available for Leadership Las Vegas, Class of 2015, and can be found on LeadLV.com. Completed applications are due no later than 4:00 p.m. on Thursday, May 15, 2014. Late or incomplete applications will not be considered. For more information, contact Lisa Gough, Leadership Las Vegas coordinator, at LGough@lvchamber.com or 702.586.3841.



Leadership Advance

Applications for the Leadership Advance Class of 2015 are now open and can be downloaded from LeadLV.com. Completed applications are due no later than 4:00 p.m. on Monday, June 30, 2014. Late or incomplete applications will not be considered. For more information, contact Kristen Larsen, Leadership Advance program coordinator, at klarsen@lvchamber.com or 702.586.3825.



Focus Las Vegas

Focus Las Vegas sessions begin this fall. Keep up-to-date on session dates, topics and opportunities for engagement by signing up for email updates at LeadLV.com.



STAY INFORMED!

The Metro Chamber's Focus Las Vegas program is an immersive two-day experience that gives participants an insider's look at the Valley. This is an excellent opportunity for those who may be new to the Valley, recently promoted or want to get more involved in community issues. Focus Las Vegas is also ideal for those who want to get a "crash course" in the systems that shape Southern Nevada, or those wanting an introduction to the Leadership or Leadership Advance programs. Creating a better understanding of the workings of the community and its challenges, Focus Las Vegas builds a solid foundation of community enrichment and involvement for participants. It is also an opportunity for participants interested in a particular area of Las Vegas life – business, culture or economic – to immerse themselves with the experts, key organizations and ideas of that topic. Subjects of particular relevance to current issues and affairs in Southern Nevada, from government affairs to entrepreneurship and youth leadership, will be the spotlight of targeted Focus sessions, in addition to the general sessions.

Focus Las Vegas will hold its first sessions in the fall of 2014. Look for more information on upcoming Focus Las Vegas sessions in your inbox and in the *Business Voice*.

Visit LeadLV.com for valuable program information, photos and to keep up with any upcoming events, application deadlines and Focus sessions. You can also sign up for email notifications, download applications and recommend an employee, colleague, family member or friend for the program.

SPECIAL THANKS TO THE PROGRAM SPONSORS:



A Legacy of Leadership

Among more than 1,200 Leadership Las Vegas alumni, the program has also seen an introduction of "legacy graduates" – children of Leadership Las Vegas alumni who have since graduated. These legacy alumni represent a multi-generational commitment to community stewardship and guidance in Southern Nevada. Such legacy graduates include:

- **Fafie Moore**, president of Realty Executives of Nevada and past chairman of the Metro Chamber, and daughter **Tanya Murray**, realtor with Realty Executives of Nevada
- **Joyce Haldeman**, associate superintendent of the Clark County School District, and son **Josh Haldeman**, vice president/loan officer at Bank of Nevada
- **Judge Stewart Bell** and daughter **Judge Linda Bell**
- **Dedee Nave** and daughter **Alisa Nave-Worth**, attorney with Brownstein Hyatt Farber Schreck

"The ethic of giving back to the community through volunteer service runs strong in our family and we have taught our daughter that knowledge of the context for which the service is aimed is critical to its effectiveness and success," says Dedee Nave. Echoing those sentiments, Alisa Nave-Worth says, "Growing up, my parents taught me through their own actions the importance of philanthropy and community investment. No better example of this dedication to community was my mom's participation in Leadership Las Vegas, which I vividly remember. Her example inspired me to apply over twenty years later."



FAMILY OWNED BUSINESSES

2 0 1 4

May 13th

Southern Nevada
Green Valley Ranch

**RSVP
Now!**

May 15th

Northern Nevada
Peppermill

RSVP at NevadaBusiness.com/events
or call 702-267-6340.



NEVADA STATE BANK
THE DOOR TO YOUR FUTURE

**Nevada
Business**
THE DECISION MAKER'S MAGAZINE

what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **APRIL**

april chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 – 7:00 p.m.
See website for details on locations.

Monday, April 7
Tuesday, April 8
Monday, April 21
Tuesday, April 22

eggs & issues featuring u.s. congresswoman dina titus



APRIL 18

8

TUESDAY, APRIL 8 CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter.
Open to all members.

10:45 a.m. - Noon
First American Title Company
2500 Paseo Verde Pkwy. Ste. 120
Henderson, NV 89074

\$54 every six months. Guests always complimentary.

14

MONDAY, APRIL 14 VEGAS YOUNG PROFESSIONALS TOASTMASTERS MEETING

Develop your speaking, presentation and leadership skills.

6:30 – 8:00 p.m.
Learning Village - Trailer #1
727 E. Fremont St.
Las Vegas, NV 89101

FREE for guests
\$60 to join, \$36 every six months.

16

WEDNESDAY, APRIL 16 BUSINESS BLEND

Join the Metro Chamber and Vegas Young Professionals for a night of conversation and cocktails at the Havana Room.

5:30 – 7:30 p.m.
Tropicana Las Vegas – Havana Room
3801 Las Vegas Blvd.
Las Vegas, NV 89109

Complimentary for members and their guest.
Sponsors: CenturyLink, Chamber Insurance & Benefits,
UnitedHealthcare and Wells Fargo

18

FRIDAY, APRIL 18 EGGS & ISSUES FEATURING U.S. CONGRESSWOMAN DINA TITUS

Congresswoman Titus, serving on the U.S. House Committee on Transportation and Infrastructure and the U.S. House Committee on Veterans' Affairs, will discuss current business issues in Southern Nevada and participate in a Q & A session.

7:30 – 8:00 a.m. Registration
8:00 – 9:00 a.m. Program
Four Seasons Las Vegas
3960 Las Vegas Blvd.
Las Vegas, NV 89119

\$40 for members, \$55 for non-members
\$400 for a table of ten

Premiere Sponsor: Chamber Insurance & Benefits
Series Sponsors: Allegiant, CenturyLink, Southwest Gas Corporation, Sunrise Health System and Touro University

22

TUESDAY, APRIL 22 CHAMBER VOICES TOASTMASTERS

See April 8 for details.

00 - CHAMBER EVENT

00 - VYP EVENT

how
to
register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

april sponsors:



24

THURSDAY, APRIL 24
VYP BUSINESS 101: LIFE HACKS FOR
BUSINESS PROFESSIONALS

Be more efficient and increase your productivity by discovering a few "life hacks" – any productivity trick, shortcut, skill or workaround – to increase your bottom line and streamline your workflows. This engaging session features panelists: Krista Whitley-Castellarin, CEO of Entertainment and Growth Opportunities; Jessica Tomlinson, Culture and Engagement Manager for Allegiant Airlines and Founder of Legit Love Universal, LLC; and Mathew Lindsey, President/CEO of VerdeClean USA.

7:30 - 9:00 a.m.

The Innevation Center

6795 Edmond St.

Las Vegas, NV 89118

\$20 Online

\$25 At the Door

Exclusive to VYP members

VYP Presenting Sponsors: Chamber Insurance & Benefits,
UnitedHealthcare and Wells Fargo

28

MONDAY, APRIL 28
VEGAS YOUNG PROFESSIONALS
TOASTMASTERS

See April 14 for details.

29

TUESDAY, APRIL 29
MORNING MINGLE

Learn how to maximize your Chamber membership by attending this breakfast series hosted by the Chamber Prospectors, who will give firsthand accounts of how they used the Chamber to build their business.

7:30 - 8:00 a.m. Check-in & Networking

8:00 - 9:30 a.m. Program

SpringHill Suites by Marriott Las Vegas Convention Center
2989 Paradise Rd.

Las Vegas, NV 89109

Sponsors: Bank of Nevada, Chamber Insurance & Benefits.



SAVE THE DATE!

Leadership Las Vegas Graduation Gala

Join the Metro Chamber and Leadership Las Vegas Alumni as they honor the Class of 2014 and Leadership Hall of Fame honoree Gina Gavan. Gavan, principal/owner of Tribal Minds and founder of Project Dinner Table, has been an integral part of the Leadership experience as a curriculum and former council chair. She is a fixture in the Downtown business scene and is a conduit for new economic and cultural opportunities in Las Vegas.

Friday, June 20 | 6:00 - 9:00 p.m.

Four Seasons Las Vegas

member insights

WHAT IS YOUR BEST BUSINESS LIFE HACK (A SHORTCUT, TRICK, SKILL OR WORKAROUND) FOR INCREASING YOUR PRODUCTIVITY AND EFFICIENCY?

We produce events for corporate groups around the country. At the start of the event, instead of explaining what we are about to do, we show them what to do in a humorous and entertaining video. This way we are always sure everyone has heard the same message.

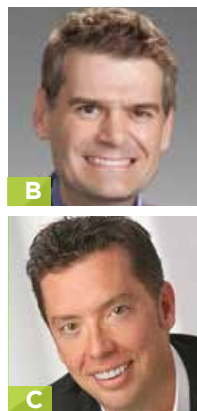
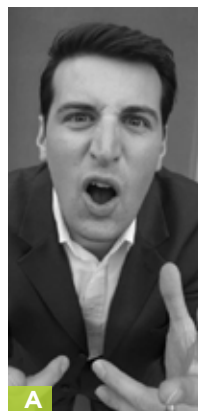
Geoff Rhodes, Director of Fun, R&D Events (A)

I stay organized and productive utilizing SalesForce. Using the FullContact iPhone app alongside SalesForce makes uploading leads as easy as taking a picture and frees up so much of my time. I also follow the Chamber on Facebook to stay up-to-date with member events and business news.

Nicole Hurley, Catering Sales Manager, Café Rio Mexican Grill

First, I try to organize my day and prioritize the projects I have to address either the night before or the morning of each day. That seems to allow me to be far more proactive (even when emergencies spring up, as they inevitably do). Second, I schedule in exercise first thing in the morning as frequently as I can (usually 3 - 5 times per week), as that seems to clear my head and give me a sense that I accomplished the most important thing of the day (which is REALLY helpful when my day spins out of control and I otherwise feel like I didn't accomplish anything else!)

Gian Brown, Of Counsel, Holland & Hart LLP (B)



We "eat and meet" - combining food and some social time creates productive meeting time. It increases attendance and morale! Relationships are key.

Rowe Nelson, President/CEO, Southern Fidelity Mortgage (C)

The smartest thing I have done lately is hire a computer geek as an office clerk. With about every aspect of business being done by computer and on the internet, it is important to have someone around full-time to keep up with the latest technology, and keep the stuff in the office working.

Michael F. Bohn, Esq., Law Offices of Michael F. Bohn, Esq. Ltd. (D)

add these to your queue

BOOK



QUIET

by Susan Cain
Jordan Bradley,
Belvedere Designs,
LLC

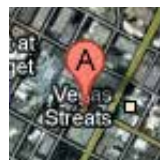
APP



BIZXPENS TRKR

Rowe Nelson,
Southern Fidelity
Mortgage

TWITTER



@DTLVEVENTS

Gian Brown,
Holland & Hart LLP

on the horizon:

A BANNER YEAR FOR CLARK COUNTY

BY COMMISSIONER STEVE SISOLAK,
CHAIRMAN, BOARD OF CLARK COUNTY COMMISSION

A

s Southern Nevada begins to emerge from one of our deepest recessions, it is apparent that our community will rebound stronger than we have ever been. Exciting new projects on the horizon should give us reason for optimism in 2014.

My fellow County commissioners and I have approved numerous new projects up and down the Las Vegas Strip and throughout unincorporated Clark County. The \$550 million The Linq, with its impressive High Roller Observation Wheel and numerous shops and entertainment venues, is opening this spring. The Tropicana Hotel also recently completed a \$200 million renovation that transformed the rooms, gaming area and restaurants.

Commissioners also gave the green light to a MGM sports arena with an outdoor plaza and park on the Las Vegas Strip between the New York-New York and Monte Carlo. We all look forward to breaking ground on that exciting project soon, though construction will not be complete until 2016.

SLS Las Vegas will open this year after a \$415 million renovation on the site of the old Sahara Hotel-Casino. New shopping malls are expected to open on the Strip this year, as well, including the \$50 million Grand Bazaar Shops at Bally's and one at Treasure Island.

Off the Strip, The Shops at Summerlin in unincorporated Clark County is expected to open an "urban village" in late 2014 and the South Point Arena and Equestrian Center is expected to complete a \$35 million expansion.

The most important thing that local governments can do for our business community is to keep taxes low. Recently, a proposal to raise the local sales tax to fund police officers was brought before the Board of County Commissioners. In recent years, the portion of funding for the Las Vegas Metropolitan Police Department that was based on property taxes declined precipitously, as they did for other local governments. I opposed raising the sales tax because I believe that before asking businesses and the public to pay more in taxes, all other avenues of cost cutting and efficiency must be explored. In my opinion, that simply has not happened yet.

For the same reasons, last May I also opposed raising the property tax to provide additional funding to University



Medical Center. While I support UMC as an incredibly important part of our community and hope that it will become successful, I do not believe that increasing property tax reliance is the answer. Rather, I believe that decreasing UMC's reliance on taxpayer funding is imperative. Much more needs to be done in order to ensure UMC's success, which is why I supported developing a separate UMC Governing Board, comprised of business leaders from our community that are committed to turning UMC around. It's my hope that the UMC Governing Board will be able to give UMC the necessary guidance to improve their processes, cut their costs, improve their revenues, and ultimately become more competitive regionally.

I think you'll agree 2014 should be a banner year. As always, if you have suggestions on how we can improve the way in which we conduct business, please don't hesitate to contact my office.

spotlights

(B) Thomas Husted

Chief Executive Officer – Valley Electric Association

Thomas Husted, CEO of Valley Electric Association, Inc., has led the rural utility business through remarkable growth and progress. He has more than 30 years of experience in the utility industry across the Western U.S., including more than 20 years as a CEO. Husted has initiated change and fostered development in the areas of management, power systems development, operations, marketing and communications. He currently serves as a member of the Nevada New Energy Industry Task Force.

(A) Mike PeQueen

Managing Director, Partner – HighTower Las Vegas

Mike PeQueen, CFA, CFP is managing director and partner of HighTower Las Vegas, one of the most experienced wealth management firms in the Western United States. Previously, he served as senior vice president and senior portfolio manager at Merrill Lynch. PeQueen completed his undergraduate degree in finance at UNLV and his masters in finance and banking at Boston University. In addition, he holds the prestigious Chartered Financial Analyst and Certified Financial Planner designations.

**A****B****C****D**

(D) Herb Hunter

General Sales Manager – Sprint

Herb Hunter joined Sprint in 2008 as sales manager and now serves as the area sales manager of all direct business groups for Sprint Business Marketing Group. He is responsible for wireless communication sales throughout Las Vegas and Nevada. Hunter earned his B.A. degree in Business Administration from Belmont Abbey College. He is past president of the Metro Chamber's Business Council and serves on the Community Board for St. Rose Dominican Hospital. He is a graduate of the Leadership Las Vegas program.

(C) Kirsten Castellanos

Business Manager/Partner – Tradewinds Mechanical

Kirsten Castellanos has managed a variety of small businesses in the Las Vegas Valley over the past 15 years. She possesses a dual degree in Business Administration and Business Management from University of Phoenix and has worked in the fields of Advertising, Medical, Construction and Real Estate. Castellanos has been active in the community for many years with various charities, currently volunteering as a Court Appointed Special Advocate in the Clark County foster care system with seven years of service.

president's
club

Chet Opheikens

Vice President of Business Development – R&O Construction Company

Chet Opheikens has been employed by R&O Construction for 23 years. He builds and nurtures client relationships that generate qualified construction leads and manages the pre-construction services team. Opheikens is involved in many local organizations such as NAIOP, ICSC and NPFMA. He is a Nellis Air Force Base Honorary Commander and currently sits on the Board of Trustees for the Henderson Development Authority.

Denise C. Mora

Regional Market Manager – America First Credit Union

With more than 25 years of experience in the financial industry, Denise C. Mora is responsible for the executive oversight of the Southern Nevada operation for America First Credit Union. Mora earned a bachelor's degree in business from National American University and is also a graduate of the University of New Mexico Anderson School of Management. She was awarded the prestigious Rising Star Award from *Las Vegas Business Press*.

Tim Wong

President & CEO – Arcata Associates, Inc.

Arcata Associates, Inc. is a Nevada-based technical services company that has provided engineering, operations and maintenance, IT and multimedia support to NASA, U.S. Air Force, U.S. Navy, U.S. Army and other Federal Agencies since 1979. Wong has served as the President of the Las Vegas Clark County Library District Foundation, on the Board of Directors of Nevada Public Radio and the Las Vegas FBI Citizens Academy Alumni Association. He is a member of the Cox Communications Community Advisory Board.



executive
level

Gordon Digby

General Manager/COO Las Vegas Country Club

Gordon Digby is the new general manager/chief operating officer of The Las Vegas Country Club. At the historic Las Vegas Country Club, Digby is in charge of all aspects of the \$9 million dollar operation and its 200+ employees. Gordon is a member of both the PGA of America and the Club Managers Association of America, and holds a B.A. from McDaniel College and M.A. from Webster University.

Ronda Henderson

Principal – Service Point LLC

During the heart of the economic downturn in Las Vegas, Ronda Henderson founded Service Point, a sales management consulting company. She has helped her clients increase their revenue by as much as 33% in one year. Previously, Henderson served as director of sales for a printing company in Maryland as well as the operations manager of a billion dollar document storage company. Henderson is not only a successful business owner, but also a talented golfer, having played professionally for several years.

Scott Howard

Principal – Commercial Roofers, Inc.

Scott Howard is a third generation roofer/contractor whose family business has been in the Las Vegas Valley since 1959. Howard has held several positions including project manager, unit manager and regional manager. He serves as a trustee of the Las Vegas Metro Police Neighborhood Watch Board, is a graduate of Leadership Las Vegas and has served the Desert Southwest chapter of the National Multiple Sclerosis Society in several positions.

pencil in wellness:

A CALENDAR YEAR OF WORKPLACE WELLNESS IDEAS

W

orkplace wellness programs help you and your employees improve their health, overall wellbeing and quality of life. To help organically incorporate workplace wellness programs into your business, you may want to take the lead from health observances throughout the calendar year. There are several each month, each with simple ways to institute a healthier, more mindful workplace. Here are just a few to get your wellness program started:

January – Healthy Weight Week

Get the new year started off right by having a “Biggest Loser” contest at your office, offering discounts on gym memberships or daily walking meetings to encourage more activity.

February – American Heart Month

Have a registered nurse educate your employees about recognizing the symptoms of a heart attack, stroke or cardiac arrest. You can also download a toolkit at heart.org.

March – National Nutrition Month

Try a healthy brown bag lunch day, a nutritious potluck or replacing some of the snacks in your vending machine with healthier alternatives.

April – World Health Day (April 7)

World Health Day highlights a priority area of public health to the World Health Organization. This year, the focus is on vectors and vector-borne diseases. Visit who.int for a toolkit and more information.

May – Healthy Vision Month

Bring in a local optometrist for keeping your eyes healthy, spotlight your vision coverage program or have your employees take the workplace eye injury assessment at geteyesmart.org.

June – Sun Safety Week (June 1-7)

Hold a “show us your sunscreen” campaign for a chance to win prizes, bring in a dermatologist to educate staff about skin cancer and spread around the UV index forecast.



July – Fireworks Safety Month

Share best practices and cautionary tales with your employees and their families to prevent burns, eye damage and serious injuries.

August – National Night Out (August 5)

A national movement to develop crime prevention programs in local communities, National Night Out is a way for you to reinforce walking out after dark in small groups or pairs, making sure security cameras are fully operational and safety demonstrations.

September – Cholesterol Education Month

Post ideas for food swaps to lower bad cholesterol and download free resources on the differences between “good” and “bad” cholesterol at nhlbi.nih.gov.

October – Dental Hygiene Month

Give out dental health kits, have a hygienist come in to speak about the importance of dental health and encourage twice yearly dental checkups.

November – American Diabetes Month

Have a registered nurse give a talk during a staff meeting, post “did you know” facts on employee bulletin boards and access the Stop Diabetes @ Work portal at diabetes.org.

December – National Influenza Vaccination Week

Host a flu shot clinic for your employees and their families. Post standards for hand washing and best practices to avoid spreading germs.

Each of these observances has free and low cost resources, tips and toolkits for you to use in your workplace wellness campaigns. For a good start, visit healthfinder.gov or cdc.gov. Just imagine what a difference it could potentially have on your employees and their families.

This information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For more information on insurance coverage options for your business, visit ChamberIB.com or call 702.586.3889.

WHAT'S YOUR STORY IN NEVADA'S NEXT CHAPTER?

From downtown Las Vegas to I-80 Elko, Nevada Public Radio goes beyond your daily commute: all-day news, smart conversation about issues that matter and voices that stay with you.

**YOU'VE GOT PLACES TO BE, WE'VE
GOT STORIES TO TAKE YOU THERE.**



knpr.org | classical897.org | desertcompanion.com

Priceless costs less.

Discover Las Vegas' best-kept jewelry secret.

The best-kept jewelry secret in the world is tucked away just west of The Strip in Las Vegas.

The National Jewelry Liquidation Center offers an incredible selection of fine pre-owned watches and jewelry with unbelievably tiny price tags. Whether you are looking for a Swiss watch or a diamond ring, from Rolex® to Tiffany®, National Jewelry Liquidation Center carries the best-known names for less than half the retail cost.

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Jewelry**
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\$200 OFF

any purchase
of \$500 or more

Items vary. No cash value. Limit one (1) per household. Coupon must be presented at time of purchase. Cannot be combined with any other offer. Other restrictions may apply. See an associate for more details.

OFFER GOOD THRU 07/01/2014



3021 Business Lane • Las Vegas, NV • 702-739-6197

member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.



upcoming events

BADASS Dash™, one of the world's leading producers of obstacle course challenges, is holding an event on May 9-10 at South Point Casino & Arena to benefit Autism Speaks. To learn more please visit badassdash.com, use code "CHAMBER" to save on registration fees.

Nevada Ballet Theatre presents *Coppélia, The Girl with the Enamel Eyes*, May 9-10, at 7:30 p.m. in Reynolds Hall at **The Smith Center for the Performing Arts**. Tickets are available at TheSmithCenter.com

United Way of Southern Nevada will hold its "Pay It Forward" week May 7-14. Local retailers and eateries are invited to partner with the organization. For more information, visit uwsn.org.

announcements

Nevada State Bank named John VanderPloeg as retail business banking sales manager, heading its new team of retail development officers focused on serving small businesses in Southern Nevada.



Dr. Kelly Schmidt, a neurosurgeon specializing in adult and pediatric neurosurgery, joined **The Nevada Neurosciences Institute (NNI) at Sunrise Hospital & Medical Center**.



Kristina Barry has been appointed to the position of Strategic Initiatives Coordinator for the **Las Vegas Global Economic Alliance**.

Dom DeMarco's Pizzeria & Bar appointed Robert Caravaggio as Executive Chef/Director of Operations for the restaurant.



Donna Uy of **McCarthy Kaster CPAs** earned her CPA designation for the State of Nevada.

The Church of Scientology has chartered "Renaissance Speakers Las Vegas," a Toastmasters club, on the second and fourth Tuesdays evenings at 7:00 p.m. Visit scientology-lasvegas.org.



The Korte Company welcomed Ivan Bustamante to its Preconstruction Department in Las Vegas.

congratulations

Three Square Food Bank and **The Firm Public Relations & Marketing** were among the recipients of an honorable mention award in the Branding/ Re-branding category at the PR News Nonprofit PR Awards ceremony in Washington, D.C. for their 2013 Bag Childhood Hunger Campaign.

Nationwide research confirms that PBS, **Vegas PBS** and other member stations are America's most trusted institution and an 'Excellent' use of tax dollars for the 11th consecutive year.

HighTower Las Vegas has been chosen as a top financial advisor for Barron's Top 1,200 Advisor Rankings by State in 2014.

Henderson City Council appointed Jennifer Carleton, a shareholder at **Brownstein Hyatt Farber Schreck**, to the City of Henderson Charter Committee.

America First Credit Union commemorates 75 years in business providing unsurpassed member service and quality.

Burke Construction Group was honored with the 2014 General Contracting Firm of the Year Award by NAIOP.

Henderson Engineers, Inc. promoted Bob Colasuonno, P.E., to Associate. He is responsible for managing high profile projects and mentoring local staff.

community service

City National Bank awarded 80 grants to educators in Nevada, California, New York, Tennessee and Georgia totaling over \$86,000, as part of its *Reading is The way up*® literacy grants program.

Rí Rá Las Vegas raised more than \$21,000 at its 3rd annual head-shaving fundraiser for St. Baldrick's Foundation, which funds research to find cures for childhood cancers and help survivors lead long and healthy lives.

NV Energy and its Foundation gave approximately \$5.4 million last year to support nearly 500 nonprofits statewide. These contributions were funded by the company, not its customers.

Toyota Financial Services partnered with four auto remarketing firms to provide a donation of \$12,857 to **Boys & Girls Clubs of Southern Nevada** to support Diplomas to Degrees (d2D), the organization's college readiness program.



Park Place Infiniti is working with other community partners to restore the old fire truck for use as an educational tool in the community as part of the Save the Fire Truck campaign.

The Public Education Foundation is kicking off its annual fundraising campaign, "Giving With Purpose," with the goal to raise \$300,000 for educational programs that support early childhood learning and family engagement, scholarships and leadership.

Caesars Foundation distributed 21 grants totaling more than \$1 million to support older individuals, education and sustainability at its 2014 first quarter meeting.

wheeling and dealing

Tangerine Communications merged its operations with public relations and public affairs company **The Ferraro Group**.

Pacific Links International announced the addition of nine new affiliate clubs to its Pacific Links Golf Network portfolio, including partnerships in Maryland, New Zealand, Malaysia, Australia, the Philippines, and British Columbia.



Channel 10

Call the Midwife

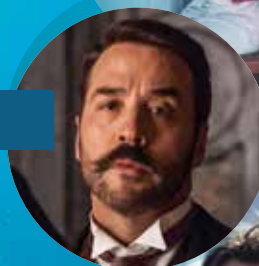
Sundays at 8 p.m.,
beginning March 30



Masterpiece Classic:

Mr. Selfridge

Sundays at 9 p.m.,
beginning March 30



Hotel Secrets with Richard E. Grant

Thursdays at 10 p.m.,
beginning April 3



Your Inner Fish

Wednesdays at 10 p.m.,
beginning April 9



The Bletchley Circle

Sundays at 10 p.m.,
beginning April 13



Ken Burns' The Address

Tuesday, April 15 at 9 p.m.



Visit VegasPBS.org to see the complete schedule today.

3050 E. Flaming Road, Las Vegas, NV 89121 • 702.799.1010

member to member

WHEN THE “BAD GUYS” ARE YOUR OWN EMPLOYEES:

TIPS FOR SPOTTING EMPLOYEE FRAUD



T

o a business owner, a trusted long-term employee can become like a member of the family. However, these employees may be your biggest threat: with that trust comes the relaxing of internal checks and balances designed to deter fraud.

Occupational fraud, or crime committed by an employee against their employer, is often perpetrated by some of the most dependable and experienced people within a company. Such trust violations leave owners feeling betrayed, since they had given the employee special access to sensitive information and financial documents.

How can you know if an employee may be involved in a fraud scheme? Here are some possible red flags to look out for:

- **Employee does not take vacation. Ever.** If an employee feels that they cannot leave work, and they resist taking a vacation even when losing accrued time off, they may be concealing something.
- **Employee appears to be living beyond their means.** Do you have an employee who makes an unexpected large purchase, such as a new luxury car? Are they wearing jewelry or clothing they shouldn't be able to afford?
- **Employee becomes territorial.** If an employee becomes secretive, prefers to keep their office door closed all the time, or doesn't allow visitors in their office anymore, they may be concealing something.

Other red flags may be more subtle. In a recent issue of *Fraud* magazine, Paul M. Clikeman, Ph.D., CFE provided some of the main behavioral and verbal red flags indicative of deception:

1. **Lack of self-reference.** Using the passive voice when describing events: “The key was signed out” instead of “I signed out the key.”
2. **Verb Tense.** Describing the actual past event as happening in the present: “I locked the door to the office. As I walked away, a person *hits* me and *grabs* the money and *runs* away.”
3. **Answering questions with questions.** Deceptive people prefer not to lie, and will try to avoid telling a lie by asking a question instead of answering directly: “Why would I steal from my boss?”

4. **Equivocation.** Statements filled with uncertainty, weak modifiers and vagueness such as: think, guess, maybe. Nothing seems to be definite.
5. **Oaths.** Using oaths to convince others that what they say is true, instead of offering up the simple truth: “I swear” or “Cross my heart.”
6. **Euphemisms.** Using euphemisms to make their behavior appear more favorable: use the word “missing” in lieu of “stolen” or “warned” instead of “threatened.”
7. **Alluding to actions.** Alluding to having done something they did not actually do. Don't assume that the action was performed just because they allude to it: “I started to lock the door, when I realized that I needed to also lock the safe.”
8. **Lack of Detail.** Using generalities to minimize the risk of someone using details to check out their story: “That afternoon” instead of “between 3 p.m. and 3:30 p.m.”

It is never a good experience when the “bad guys” are your own employees, but if you suspect an employee is being deceptive, it may be time to pull back the sheets and expose any concealment. A Certified Fraud Examiner knows what patterns to look for in order to find the fraud that your employee is trying so desperately to keep hidden.



By: Mike Rosten, CPA, CFE,
Principal at Piercy Bowler Taylor &
Kern CPAs and Business Advisors
pbtk.com

north las vegas

FOCUSING ON SUCCESS

BY MAYOR JOHN LEE
CITY OF NORTH LAS VEGAS

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hile North Las Vegas continues to face tremendous financial challenges as it wobbles on the edge of a cliff, we are working tirelessly to make sure the City does not tip and careen down to its destruction. Saving the city will protect tax payers, small businesses and our employees and their families. As a businessman, I learned a valuable lesson while lying awake one night worrying about making next week's payroll: success comes from worrying about my problems for only two hours a day and focusing on success for the other 22 hours.

Some people have asked whether North Las Vegas should go into state receivership. Frankly, I have often wondered the same thing, but I understand the impact on the entire region if we do not fix these historic problems. National financial experts have explained how state receivership would damage the entire state, destroy everyone's bond ratings, prevent capital improvement projects and undermine our region and states fragile recovery. These experts have explained how California, the sixth largest economy in the world, was brought down by the financial crisis in Stockton and San Bernardino. If the 13th and 17th largest cities in California can bring their state to its knees, what do you think the third largest city in our state can do to Nevada?

Under proper leadership and management, North Las Vegas has the potential to succeed. Not only does the City contain the largest tracks of industrial dirt in our valley, North Las Vegas contains one of the largest continuous pieces of residential land in our valley. The 2,600 acre tract will be the future home of Park Highlands master planned community. After years of back and forth discussions, we have asked the property owners and staff to finalize an agreement to present to our Council this spring.

We are the home of Nellis Air Force Base, one of the largest employers and attractors to our community. We can no longer afford to ignore this strategically important asset. I recently traveled to California to attend meetings with the largest contractors in the defense industry to invite them to be part of our community and get in on the ground floor of our budding unmanned aerial vehicle industry. We are making changes in our economic development department to focus on attracting specific industries to our City.



Nellis Air Force Base should be used to attract veterans from across the nation to live in our community. Building this community is important because attracting a robust veterans' community can have an economic impact similar to attracting a large employer. This vision starts by creating a comprehensive plan to connect local, state and federal resources for our veterans. Under the leadership of Governor Sandoval, we have created the North Las Vegas Veterans Community Commission, designed to marshal all available resources in the areas of wellness, education and employment outcomes to attract transitioning service members, veterans and their families to live and prosper in North Las Vegas.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



WRIST WATCH

Wrist Watch commemorated its grand opening as "the cool promo band firm." For more information, call 702.279.3399 or visit wrist-watchusa.com.



MODERN GODDEZZ SALON

Modern Goddezz Salon commemorated its grand opening at 2550 E. Windmill Ln., Ste. 120, in Henderson. Its services include hair extensions, waxing, color, ethnic hair, threading and eyelash extensions. Call 702.567.0777 or visit moderngoddezzsalon.com.



EL COMPASSIONCARE HOSPICE

CompassionCare Hospice celebrated its location at 7842 W. Sahara Ave. and new executive level Metro Chamber membership. Call 702.636.0200 or visit cchl.com.



CAREMORE

CareMore celebrated its newest facility located at 100 N. Green Valley Pkwy., Ste. 235, in Henderson. CareMore programs are especially designed to address the most common chronic health issues facing seniors today. It has plans especially designed for Medicare beneficiaries. Call 702.754.2200 or visit caremore.com.



CARLITO'S WAY

Carlito's Way commemorated its Chamber membership and newest location at 1087 E. Tropicana Ave. Its commitment to its customers is to provide an unparalleled experience. It also has a large selection of cigars, vapors, etc. Call 702.839.5001 or visit carlitoswaysmokes.com.



TAMALE HUT

Tamale Hut announced the grand opening of a four-generation tamale family recipe, originating in Mexico. It offers a wide variety of tamales, including pork, chicken, beef, green chili with cheese, chicken spinach with cheese, pork or chicken with green chili and more. It is located at 90 S. Stephanie St., Ste. 140 in Henderson. Call 702.885.8210 or visit tamalehutlv.com.

SPONSORED BY:



PC - President's Club

EL - Executive Level

\$ - Chamber Member Discount



ORIENTAL EXPRESS-MICROSEAL

Oriental Express-MicroSeal commemorated 33 years in service and its new facility, located at 3230 W. Hacienda Ave., Ste. 307. It cleans rugs from around the world at an authentic in-plant rug washing facility in Las Vegas. MicroSeal Permanent Fabric Protection is also another one of its services offered. Call 702.798.8823 or visit vegasorientalrugcleaners.com.



IVY LASER SALON

Ivy Laser Salon celebrated its grand opening at 6125 S. Ft. Apache Rd., Ste. 204, with friends, family and Metro Chamber members. It offers comprehensive hair removal and skin care solutions using the most advanced system available. Call 702.685.1849 or visit ivylasersalon.com.



FLAWLESS SILHOUETTES WELLNESS SPA

Flawless Silhouettes Wellness Spa, located at 8820 S. Maryland Pkwy., Ste. 115, celebrated its holistic spa and salon, which includes hair, nail and skin care, body contouring, massage, health coaching, pilates, yoga and education. Its licensed specialists assist in strengthening your body, focusing your mind or guiding you in treating yourself. Call 702.685.1922 or visit flawlessilhouettes.com.



GRAVITY PAYMENTS

Gravity Payments, a company that helps businesses process credit cards, commemorated its 10-year anniversary. Gravity Payments, founded in Washington and new to Las Vegas, serves more than 10,000 merchants across America. Call 702. 577.0942 or visit gravitypayments.com.



ST. GABRIEL CATHOLIC SCHOOL AND SISTERS OF ST. BASIL CONVENT

St. Gabriel Catholic School and Sisters of St. Basil Convent dedicated its new elementary school, which opened in 2012 and offers K-4th grades. Additional grades and programs will be added each year. Call 702.487.9695 or visit sgcslv.com.



CELEBRITY PHOTOBOOTH

Celebrity PhotoBooth commemorated its grand opening as a first-class service providing photo booths for weddings, corporate events, private parties, birthdays and other events. Various packages are available, including copies of photographs, props and much more. Call 702.830.0690 or visit celebrityphotoboothlv.com.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



EL MOUNTAIN'S EDGE HOSPITAL

Mountain's Edge Hospital (Horizon Specialty Hospital), located at 8656 W. Patrick Lane, celebrated its groundbreaking. Mountain's Edge Hospital is a state-of-the-art long term acute care hospital. Visit fundlhc.com.



NEW LIFE OFFICE

New Life Office has been refurbishing used cubicles with new fabric, paint and features available in new work stations for 20 years. Celebrating its renewed Chamber membership, New Life Office is located at 7850 Dean Martin Dr., Ste. 505, and available for tours of its showroom. Call 702.212.0407 or visit newlifeoffice.com.



ASAP SECURITY

ASAP Security proudly announced its 10-year anniversary. Located at 3170 Polaris Ave., Ste. 4, ASAP Security provides residential and commercial security needs. Call 702.870.8880 or visit asapnv.com.



PC HIGHTOWER LAS VEGAS

HighTower Las Vegas celebrated 130 years of combined experience and providing successful families, businesses and non-profit organizations with a "white glove" wealth management experience that focuses on financial planning, investment management, estate planning, business retirement solutions and philanthropic consulting. Visit hightoweradvisors.com/who-we-are/hightower-advisors/las-vegas/, [Facebook.com/HighTowerLasVegas](https://www.facebook.com/HighTowerLasVegas), or follow them on Twitter @HTLasVegas.



FULL CIRCLE COUTURE-FCC

Full Circle Couture-FCC announced its grand opening at 9440 W. Sahara Ave. Full Circle Couture buys and sells clothing and accessories. It carries teen clothing, young adult fashions, women's casual business apparel, vintage wear and sportswear. You will find a wide variety of designer and name brand clothes and accessories. Call 702.685.1901 or visit fccfullcirclecouture.com.



PALM EASTERN MORTUARY AND CEMETERY

Palm Eastern Mortuary and Cemetery commemorated its newly renovated chapel and offices located at 7600 S. Eastern Ave. Palm Mortuary offers exclusive benefits, including bereavement travel services, national transferability of prearranged services and access to a 24-hour compassion helpline, among other programs. Call 702.464.8500 for visit palmmortuary.com.

SPONSORED BY:



PC - President's Club

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MOVELINE

Moveline is a household goods transportation broker, and recently opened a new office at 228 S. 4th St., Ste. 200. Couples, families, employees and those preparing to move are able to visit moveline.com to quickly gather information needed to save money and make wiser moving decisions. Call 800.579.0635, or visit moveline.com.



\$ DESERT OASIS EUROPEAN AUTO REPAIR

Desert Oasis European Auto Repair commemorated its 11-year anniversary with a customer appreciation networking event at 2079 S. Rainbow Blvd. Call 702.255.4090 or visit desertoasisautorepair.com.



SUNSHINE MINTING, INC.

Founded in 1979, Sunshine Minting, Inc. announced its newly commissioned location in Las Vegas as an industry-leading, full-service minting facility that is well known to help redefine global standards. Since its inception, Sunshine Minting has continued to grow and thrive in the minting industry with a proven track record for quality and innovation. Call 800.274.5837 or visit sunshinemint.com.



LIFE GUARD INTERNATIONAL - FLYING ICU

Life Guard International - Flying ICU celebrated its air medical open house at 145 E. Reno Ave., Ste. E7. It performs 24/7 worldwide emergency and non-emergency air medical transportation, full service coordination, bedside-to-bedside care and private air charters. Call 702.740.5952 or visit flyingicu.com.



AVIATION INSTITUTE OF MAINTENANCE

Aviation Institute of Maintenance officially opened its doors to the Las Vegas community, located at 5870 S. Eastern Ave. Aviation Institute of Maintenance is an FAA approved airframe and powerplant school. Call 702.798.5511 or visit aviationmaintenance.edu.

FEATURED BROKER:



BROWN & BROWN INSURANCE

As a leading broker representative of the Chamber Health Plan, Brown & Brown Insurance of Nevada helps Las Vegas Metro Chamber of Commerce business owners provide excellent health benefits to their employees and dependents.

Brown & Brown Insurance is committed to providing a wide range of quality products and services with superior customer service.

Phone: 702.597.5110
Website: www.bbnevada.com

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life hacks
for business
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CEO, Entertainment and Growth
Opportunities

Jessica Tomlinson -
Culture and Engagement Manager,
Allegiant Airlines, Founder, Legit
Love Universal, LLC

Mathew Lindsey -
President/CEO, VerdeClean USA

Thursday, April 24
7:30 - 9:00 a.m.
The Innovation Center
6795 Edmond St.

\$20 - Online
\$25 - At the door
Exclusive to VYP members.

Register online at VegasYP.com
or by calling 702.641.5822.



simple ways to give back

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iving back is an important part of our company culture, as well as my personal spirit. There are several ways in which we give back to the community. Find the one or two that feels good to you and join in on the giving.

Start Small

Give something away. Everyone needs your goods or service, right? Give it away. It might be something small; it might be something large. Donate your product or a service you offer to a charity auction, as a raffle prize or to a local non-profit organization that needs it. You feel great for giving away a little piece of you and the charity appreciates the kindness!

Hold a Drive

We hold an annual canned food drive in the fall and use it as a time to give back some of the extra items we have in our pantries. We also encourage our customers that come in to make a donation. Just before the holidays, we also hold a toy drive. We ask each of our employees to donate a gift and encourage our customers to donate as well. Many of us have families that shower us with gifts, and this is a great time to give thanks for all that we have and those who must go without.

Give as a Group

Think about a really fun team building activity to do with your coworkers. Spend an afternoon reading to a local school. Volunteer to serve dinner at a local soup kitchen. Volunteer together to clean up at a church (clean the kitchen or bathrooms, trim the overgrown shrubs, or even just pick up trash). It is an amazing way to see a sense of accomplishment on your group's faces when you work

together to see an attainable goal. Don't forget, take a group photo!

Run (or Walk)

Lace up your shoes and run or walk for a charity. There are many runs and walks to participate in; find one that speaks to you and join in on the fun. You can have your friends and family sponsor you to raise money for the race too.

The Community Outreach Committee for Vegas Young Professionals does many service projects throughout the year. Think about the small ways you can give back to a community that gives all of us so much! If one of the ways above doesn't seem like it is something you want to head up on your own, join one of our VYP group events. Check out the VYP website at VegasYP.com for more details.

By: Shannon Sweeney,
Synthetic Turf Products and Green
Living Services, VYP Advisory
Council member



anniversary
mixer
@
andrea's



More than 300 young professionals celebrated VYP's eighth anniversary as they took in the chic atmosphere of Andrea's inside Encore. Building their business against the award-winning design of the restaurant hotspot, attendees toasted new and continuing professional relationships throughout the evening.

the final word

SHOW YOUR APPRECIATION!

SUPPORT MILITARY APPRECIATION DAY.



Sixteen years ago, when you could meet your loved ones at the gate at any airport in the world, when you could take your full-sized toothpaste and nobody knew that your socks had holes in them, a group of citizens from North Las Vegas threw a giant thank you party for our service people at Nellis Air Force Base.

Fast forward to 2014: Mayor John Lee asked what we could do for all service people, both active duty and retired, as a “thank you” for all they are doing and have done for our country. A group of citizens once again, including many military groups such as the Metro Chamber Military Affairs Committee, Sun City Aliante Vets, Ardiente Vets, and National Guard Youth Services, as well as businesses such as the Poker Palace Casino, North Vista Hospital, Cannery Casino Resorts and many more, are coming together to make this tribute happen.

The Military Appreciation Day celebration will be reminiscent of an old-fashioned picnic, and will have a full day of events the whole family will enjoy. There will

be games for the children, free food and beverages for all Active and Retired Military personnel with proof of service (DD 214 or current military ID) and a wide variety of entertainment including The BeatleShow direct from Planet Hollywood. Celebrity impersonators, as well as some local celebrities, have also volunteered their time and talent to show their appreciation to those who have served our country. Food will also be available for purchase to the general public. The entire Las Vegas community is encouraged to show their support of these brave men and women by engaging in this event.

“Sponsorship and vendor opportunities are still available, and start at just \$1,500 for sponsorships and \$250 for vendors. We encourage the business community to support our military community with this event by sponsoring or exhibiting,” says Lisa Beckley, member of the task force planning the event. “It’s a great way to say ‘thank you’ and give your company exposure to this inspirational group, as well as the Las Vegas community at large.”

For more information about this event, or to become a sponsor, please contact Laura Coleman at 702.349.3948 or Richard Cherchio at 702.325.6708. You can also visit armedforcesandmilitaryveteransappreciation.org for more information.

MILITARY APPRECIATION DAY

Saturday, May 17

11:00 a.m. – 5:00 p.m.

Craig Ranch Regional Park

628 W. Craig Rd.

North Las Vegas, NV

BATTLE This Allergy Season With Help From



Free Statewide Prescription Assistance Program

Medication (qty 30)	Strength	Retail Price	Rx Card Price	Savings
Singulair (Brand)	10mg	\$247.99	\$184.57	25%
Montelukast (Generic)	10mg	\$34.65	\$24.08	30%
Xyzal (Brand)	5mg	\$181.31	\$76.18	57%
Levocetirizine (Generic)	5mg	\$69.74	\$18.81	73%
Clarinet (Brand)	5mg	\$192.81	\$172.15	10%
Desloratadin (Generic)	5mg	\$92.61	\$38.23	58%

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APRIL 2014

EGGS & ISSUES



**U.S. CONGRESSWOMAN
DINA TITUS**

April 18, 2014

7:30 - 9:00 A.M.

\$40: MEMBERS

\$55: NON-MEMBERS

\$400: TABLE OF TEN

**Four Seasons Hotel
3960 Las Vegas Blvd. South**

702.641.5822 or LVChamber.com